

FIRE PREVENTION WEEK OCT. 3rd TO 9th



Starve It With Care and Caution!

ALL FIRES ARE UNEXPECTED NO HOME IS EXEMPT

Despite every precaution that you can and should take, YOUR home may be next! If your home is under-insured take steps immediately to bring your coverage in line with present-day realities.

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Guard Against



Follow These Four Commandments of Fire Prevention!

- Don't pile up paper, rags, inflammable fluids in your cellar;
- Don't leave your fireplace smouldering;
- Don't leave lighted cigarettes around;
- Don't let a moment of carelessness cost you a lifetime of effort.

Inserted by the City of Charlottetown in co-operation with Fire Prevention Week.

GEORGE J. ROGERS,
Chairman Fire Committee.

J. DAVID STEWART,
Mayor.

Fire Marshal Urges Prevention "Let's Grow Up—Not Burn Up"

This is "Fire Prevention Week" when citizens from coast to coast in Canada will be admonished and given sound advice by Fire Marshals and other officials on this subject. The prevention of fires is of such great importance that the period October 3 to 9, has been designated by a Dominion Proclamation "Fire Prevention Week."

Recent figures released by Mr. T. A. Campbell, Provincial Fire Marshal, while indicating fire losses in this province were considerably lower than in the previous year, still the regrettable total was \$231,616.00, with the even more regrettable loss of two lives.

"It has long been the accepted idea that the firemen's responsibility to the community is to put fires out when they happen, but a great many of us should feel that an equally important job is to prevent fires from happening," Mr. Campbell said.

301 fires were reported during the year. 105 of these were in Charlottetown, 36 in Summerside and one hundred and six farm fires. November and April are the dangerous months according to the report, with defective or overheated chimneys, cooking or heating equipment, sparks from gasoline motors listed as high risks. Overheated bearings on threshing machines with blowers have caused many serious and costly fires in recent years while the careless handling of kerosene, gasoline and other inflammable liquids, is a constant menace to life and home.

Fire Chiefs and the men of their departments are competent to deal with the emergency of a fire but the best safeguard in city, town,

village or country home is the practice of care and vigilance on the part of all those who have to handle inflammable liquids and other recognized causes of fire.

Sockeye Salmon Invade B. C.'s Fraser River

VANCOUVER (CP)—A red horde of sockeye salmon, the greatest single migration in Fraser river history, is beating its way upstream to the tributary Adams river spawning beds.

The battle is fiercest at the massive formation of Hell's Gate where the river narrows and gathers its strength to leave the salmon torn and dying.

Hundreds of spectators clamber daily down the trail from the Fraser canyon highway to marvel at the spectacle.

Once a silver harvest the sockeye are now cherry red. Their noses, pointed when they entered the river, are hooked and ugly, the teeth long and sharp. Driven by their overpowering urge for survival, they fight through or perish.

Big September Homebuilding Increase Reported

TORONTO (CP)—Contract awards for Canadian homebuilding in September totalled \$89,765,100, an increase of 102 per cent on September, 1953, says MacLean building reports.

When considering all categories the Canadian construction industry lost some headway in last month's figures but this was due more to lack of large individual projects than to a general decline in activity. Awards totalled \$180,630,300, a drop of 13 per cent from last September's figures.

To the end of September, however, the year's total was \$85,500,000 ahead of the first nine months of 1953.

Apart from homebuilding, the other three categories listed recorded losses last month on September, 1953. Business dropped 6.3 per cent to \$56,656,100, industrial 30.7 to \$10,134,400, and engineering 70.1 to \$24,174,700.

The loss in engineering was attributed to the fact that in September, 1953 was included \$45,000,000 for an Ontario hydro reservoir at Niagara Falls.

MARITIMES UP
Regionally, three areas showed total increases in September over the same month last year. The Maritimes were up 30 per cent, the four western provinces 15 per cent and Quebec 6.5 per cent.

The Maritimes gained in residential and business but lost in industrial and engineering. Quebec lost in business, industrial and engineering but gained 187 per cent in residential.

Twenty jobs awarded during the month were valued at more than \$1,000,000 each. Six were in Quebec. They included \$3,000,000 for a brewery in Ville La Salle, Montreal.

FLEES TO WEST
BERLIN (Reuters)—A leading East German Liberal Democratic party official, Werner Wurche, fled to West Berlin Wednesday, the anti-Communist Information Bureau West reported Thursday. Wurche was a member of the party's central board and secretary at Magdeburg on the Elbe.

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FIRE PREVENTION WEEK
OCT. 4th — 10th

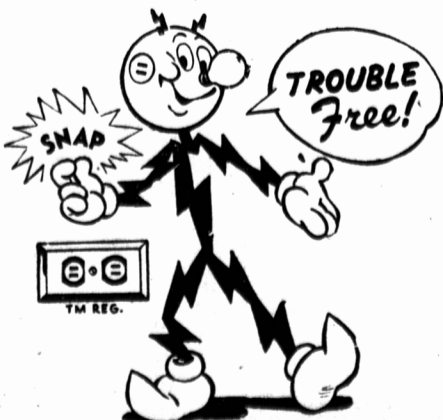
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OBSERVE FIRE PREVENTION WEEK

BY



- Checking your electrical wiring and equipment. Upon discovery of any electrical trouble, consult a competent electrician immediately.
- Being careful with matches and while smoking.
- Removing all fire hazards from in and around your home.
- Eliminating fluids that are highly explosive.

PREVENT FIRES . . . BY REMOVING THEIR CAUSE.

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